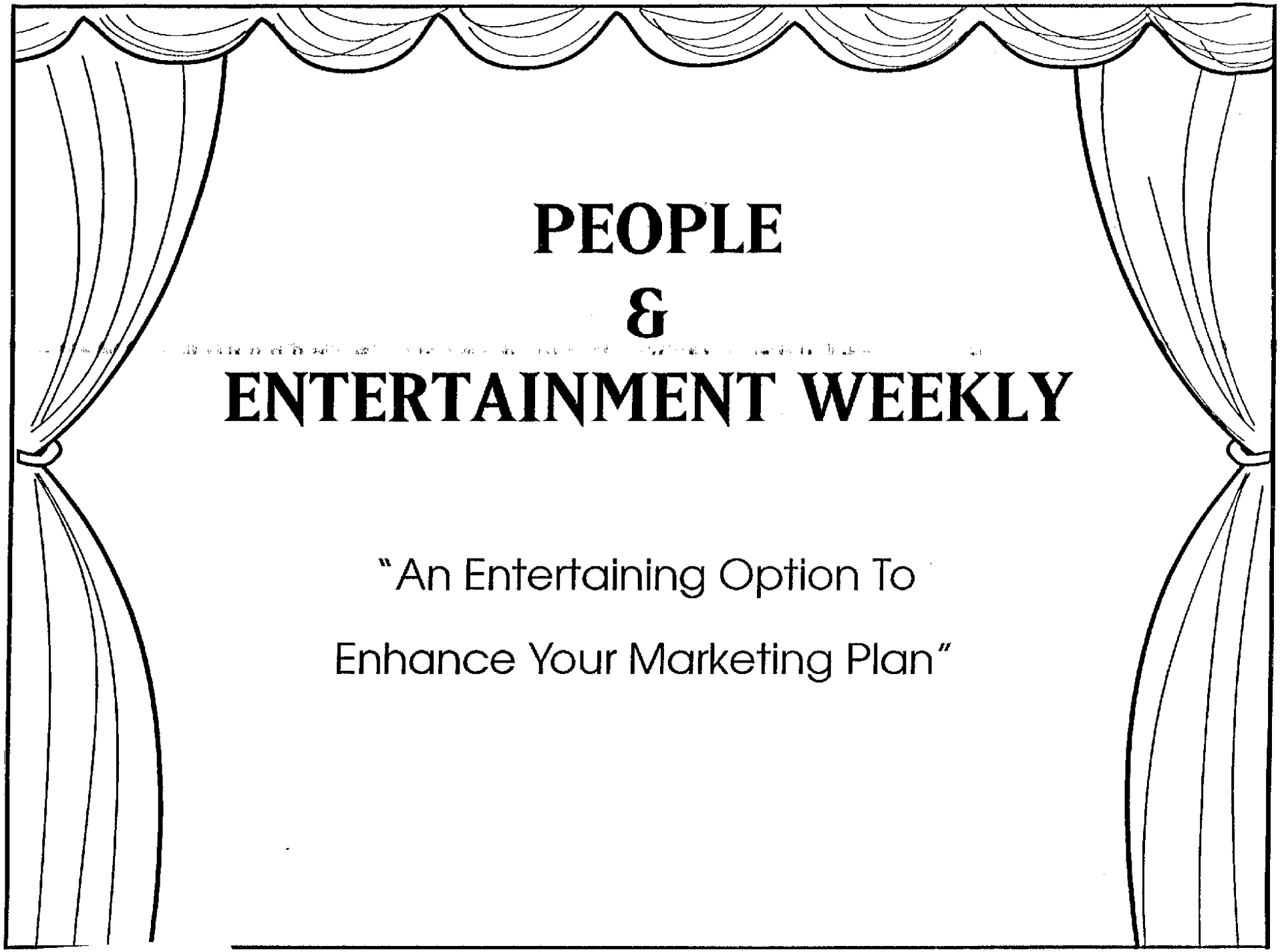


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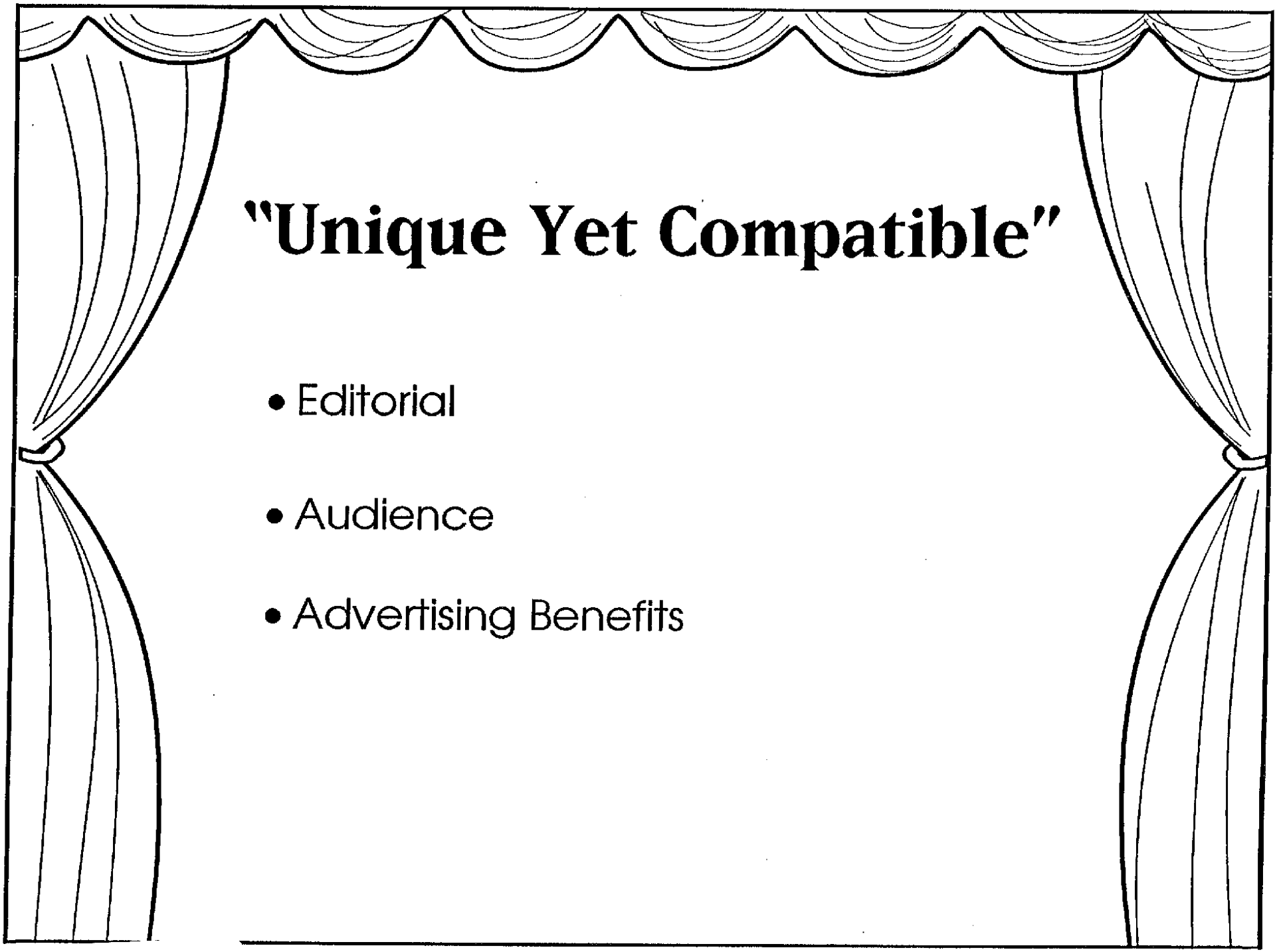
Source: https://www.industrydocuments.ucsf.edu/docs/rmby0004

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Source: https://www.industrydocuments.ucsf.edu/docs/rmby0004

# Editorial...

## Unique

### PEOPLE

- Personality Journalism
  Celebrating the Ordinary
  Doing the Extraordinary
- Informs You of
  Who's Hot & Who's Not
- Features Trend Setters...Lifestyles

### ENTERTAINMENT WEEKLY

- New and Notable
  Entertainment Products
  (Not Personalities)
- Informs You of What's
  Hot & What's Not
  (In TV, Movies, Print,
  Music and Video)
- Information to Enhance Your
  Lifestyle...Make the Most of
  Your Valuable Leisure Time

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Source: https://www.industrydocuments.ucsf.edu/docs/rmby0004

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Source: https://www.industrydocuments.ucsf.edu/docs/rmby0004

# A Quality, Mass Audience...

## Well Educated and Professional, Sophisticated, Affluent Men and Women Who are on the Go!

| PEOPLE | ENTERTAINMENT WEEKLY |
|---|---|
| (3.1 Million Rate Base) | (600,000 - Launch Rate Base) |
| • 65% Female — 35% Male | • 52% Female / 48% Male |
| • Median Age 35.7 | • Median Age 36.7 |
| • 63% Women Employed | • 71% Women Employed |
| • Median HHI $33,173 | • Median HHI $40,000 |
| • 45% Attend/Grad College + | • 57% Attend/Grad College + |

**Targeted Reach to an Important and Elusive Consumer Market**

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